

## ORDER



**Orders**  
**Order / Rev:** 725500  
**Alt Order #:** 06399323  
**Product Desc:** BALDWIN ADD  
**Estimate:** BALDWIN ADD  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Shorr, Johnson, Magnus/POL  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut St. #602  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Baldwin, T/ D/ Senator-WI  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	20	\$26,275.00	\$22,333.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	20	\$26,275.00	\$22,333.75	0.00
<b>Totals</b>	<b>20</b>	<b>\$26,275.00</b>	<b>\$22,333.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/30/12	11/02/12	Today Show Today Show	CM	7-9a	- TWTF - -	:30	7	\$900.00	P-4	0.00	NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		7			\$900.00			0.00			
2	KARE	10/30/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	- TWTF - -	:30	4	\$1,000.00	P-4	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		4			\$1,000.00			0.00			
3	KARE	10/31/12	10/31/12	M-F 430-5p Jeopardy	CM	430-5P	- - W - - -	:30	1	\$1,350.00	P-4	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - W - - -		1			\$1,350.00			0.00			
4	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	- - - - - S	:30	1	\$3,375.00	P-4	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1			\$3,375.00			0.00			
5	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	- - - - - S-	:30	1	\$3,375.00	P-4	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		1			\$3,375.00			0.00			
6	KARE	11/02/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035P	- - - - F - -	:30	1	\$3,375.00	P-4	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - F - -		1			\$3,375.00			0.00			

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 Estimate: BALDWIN ADD

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KARE	11/05/12	11/05/12	Today Show Today Show	CM	7-9a	M- - - - -	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	M- - - - -		2		\$1,000.00		0.00					
8	KARE	11/05/12	11/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	M- - - - -	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	M- - - - -		1		\$1,000.00		0.00					
9	KARE	11/05/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	M- - - - -	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	M- - - - -		1		\$1,000.00		0.00					
E 10	KARE	10/31/12	11/02/12	M-F 1130a-12p Jeopardy	CM	1130a-12p	- - WTF- -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	- - WTF- -		1		\$500.00		0.00					
Totals													20	\$26,275.00	